

FULL SERVICE MERCHANDISING FROM PHILIP MORRIS IMPROVES CIGARETTE PROFITABILITY

Cigarettes are one of your most profitable categories. To realize their full profit potential, you need full-service merchandising. Philip Morris brings you brands, programs, promotions and merchandises that create impact and stimulate sales. Their market and DDT analyses to merchandise installation and planogramming. That's full-service merchandising! To put it to work, call your Philip Morris representative today.



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